ORDER

Orders Order / Rev: 724045 Alt Order #: 06389193 **OBAMA 60S** Product Desc: WKYC 2175 Estimate: 10/25/12 - 10/29/12 Joe Knauer Flight Dates: Primary AE: Original Date / Rev: Sales Office: T-WAS 10/22/12 / 10/22/12 Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-3 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	18	\$98,800.00	\$83,980.00
10/29/12	11/04/12	10	\$51,000.00	\$43,350.00

Revenue Codes:

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$98,800.00	\$83,980.00	0.00
November 2012	10	\$51,000.00	\$43,350.00	0.00
Totals	28	\$149 800 00	\$127 330 00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N 1 WKYC	10/25/1	2 10/26/12	M-F 5-6a	CM	5a-6a	TF	1:00	1 \$1,800.00 P-1	0.00 NM	1	\$1,800.00
			Channel 3 News	@ 5AM							
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2	22/12	10/28/12	TF	1	\$1,800.00	0.00			,		
2 WKYC	10/29/1	2 10/29/12	M-F 6-7a	CM	6a-7a	M	1:00	1 \$4,000.00 P-1	0.00 NM	1	\$4,000.00
			Channel 3 News	Today @ 6AM	l						
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2	29/12	11/04/12	M	1	\$4,000.00	0.00					
N 3 WKYC	10/25/1	2 10/26/12	M-F 6-7a	CM	6a-7a	TF	1:00	1 \$2,800.00 P-2	0.00 NM	1	\$2,800.00
			Channel 3 News	Today @ 6AM	I						
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2		10/28/12	TF	1	\$2,800.00	0.00			,		
4 WKYC	10/29/1	2 10/29/12	M-F 7-9a Today	CM	7a-9a	M	1:00	1 \$4,000.00 P-1	0.00 NM	1	\$4,000.00
			Today Show								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2		11/04/12	M	1	\$4,000.00	0.00					
N 5 WKYC	10/25/1	2 10/26/12	M-F 7-9a Today	СМ	7a-9a	TF	1:00	2 \$2,800.00 P-2	0.00 NM	2	\$5,600.00
_			Today Show		_						
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2		10/28/12	TF		\$2,800.00	0.00					_
6 WKYC	10/27/1	2 10/27/12	Sat 9-1030a	CM	9a-1030a	S-	1:00	1 \$2,800.00 P-2	0.00 NM	1	\$2,800.00
_	_		Channel 3 News								
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating Page 1					

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WKYC

Order / Rev: 724045

Advertiser: Obama/D/President

06389193 Alt Order #:

Product Desc: OBAMA 60S

Flight Dates: 10/25/12 - 10/29/12 Estimate: 2175

Ln Ch Start End	•	Start/End T	ïme Days	Len Spots		Rtg Type	Spots	Amount
6 WKYC 10/27/12 10/27/12	Sat 9-1030a CM Channel 3 News 9am Sat	9a-1030a	S-	1:00 1	\$2,800.00 P-2	0.00 NM	1	\$2,800.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12 7 WKYC 10/28/12 10/28/12	S- 1 Sun 9-1030a CM	\$2,800.00 9a-1030a	0.00	1:00 1	\$2,800.00 P-2	0.00 NM	1	\$2,800.00
7 WKTO 10/20/12 10/20/12	Channel 3 News Sun 9a	9a-1030a	3	1.00 1	Ψ2,000.001 -2	0.00 14101	<u>'</u>	Ψ2,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	Rate \$2,800.00	Rating 0.00					
N 8 WKYC 10/25/12 10/26/12		10a-11a	TF	1:00 2	\$500.00 P-2	0.00 NM	2	\$1,000.00
Start Date End Date	M-F 10-11a Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	TF 2	\$500.00	0.00		^			
9 WKYC 10/29/12 10/29/12	M-F 11a-1230p CM 11a-1230p	11a-1230p	M	1:00 1	\$800.00 P-2	0.00 NM	1	\$800.00
Start Date	Weekdays Spots/Week	Rate \$800.00	Rating 0.00					
10 WKYC 10/29/12 10/29/12		1p-2p	M	1:00 1	\$1,600.00 P-1	0.00 NM	1	\$1,600.00
Ctart Data Fad Data	Days of Our Lives	Doto	Dating					
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week M 1	Rate \$1,600.00	Rating 0.00					
11 WKYC 10/29/12 10/29/12	M-F 2-3p CM Rachel Ray	2-3p	M	1:00 1	\$1,300.00 P-1	0.00 NM	1	\$1,300.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12 N12 WKYC 10/25/12 10/26/12	M 1 M-F 2-3p CM	\$1,300.00 2-3p	0.00 TF	1:00 1	\$800.00 P-2	0.00 NM	1	\$800.00
1412 WICTO 10/20/12 10/20/12	Rachel Ray	2 Op	11	1.00	φοσσ.σσ1 2	0.00 14101	<u> </u>	φοσσ.σσ
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u>Rate</u> \$800.00	Rating 0.00					
13 WKYC 10/29/12 10/29/12	<u>'</u>	3p-4p	M	1:00 1	\$1,300.00 P-1	0.00 NM	1	\$1,300.00
Charle Data - Find Data	The Doctors	Data	Dating					
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week M 1	Rate \$1,300.00	Rating 0.00					
N14 WKYC 10/25/12 10/26/12	M-F 4-5p CM Ellen Degeneres	4p-5p	TF	1:00 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	TF 1	\$1,200.00	0.00	4.00	\$4,000,00 D.4	0.00.004		#4 000 00
15 WKYC 10/29/12 10/29/12	M-F 4-5p CM Ellen Degeneres	4p-5p	M	1:00 1	\$1,600.00 P-1	0.00 NM	1	\$1,600.00
Start Date End Date			Rating					
Week: 10/29/12 11/04/12 16 WKYC 10/29/12 10/29/12	<u> </u>	\$1,600.00 7-730p	0.00 M	1:00 1	\$6,400.00 P-1	0.00 NM	1	\$6,400.00
	Channel 3 News at 7P		5					
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week M 1	Rate \$6,400.00	Rating 0.00					
N17 WKYC 10/25/12 10/26/12	0 ,	M-Su 6:28p-	7p TF	1:00 1	\$12,000.00 P-1	0.00 NM	1	\$12,000.00
Start Date End Date	Nightly News Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	TF 1	\$12,000.00	0.00					•
18 WKYC 10/29/12 10/29/12	Mon Prime C CM Mon Prime C	10-11p	M	1:00 1	\$10,000.00 P-2	0.00 NM	1	\$10,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12 19 WKYC 10/29/12 10/29/12		\$10,000.00 Various	0.00 M	1:00 1	\$20,000.00 P-2	0.00 NM	1	\$20,000.00
Chart Data Fred Data	Monday Prime Other	(8:00 PM-10:						
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week M 1	<u>Rate</u> \$20,000.00	Rating 0.00					
N20 WKYC 10/25/12 10/25/12		8-9p	T	1:00 1	\$7,000.00 P-2	0.00 NM	1	\$7,000.00
Start Date End Date	Thu Prime A Weekdays Spots/Week	(8:00 PM-9:0 Rate	0 РМ) Rating					
			<u>~</u>			,		

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WKYC

Order / Rev: 724045

Advertiser: Obama/D/President

Alt Order #: 06389193

Product Desc: OBAMA 60S

Flight Dates: 10/25/12 - 10/29/12

Estimate: 2175

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N20 WKYC 10/25/12 10/25/12	Thu Prime A CM	8-9p T	1:00 1	\$7,000.00 P-2	0.00 NM	1	\$7,000.00
	Thu Prime A	(8:00 PM-9:00 PM)					
Start Date End Date	Weekdays Spots/Week						
Week: 10/22/12 10/28/12	T 1	\$7,000.00 0.00		•		_	
21 WKYC 10/27/12 10/27/12		8-9p S-	1:00 1	\$3,200.00 P-2	0.00 NM	1	\$3,200.00
0	8-9p	(8:00 PM-9:00 PM)					
Start Date End Date	Weekdays Spots/Week	. <u> </u>					
Week: 10/22/12 10/28/12	- 1	\$3,200.00 0.00 9-10p S-	1.00 1	#0.000.00 P.O	0.00.1114	_	#0.000.00
22 WKYC 10/27/12 10/27/12	Sat Prime B CM Sat Prime B	9-10p S- (9:00 PM-10:00 PM)	1:00 1	\$3,200.00 P-2	0.00 NM	1	\$3,200.00
Ctart Data Fad Data		,					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>	Weekdays Spots/Week	Rate Rating 0.00					
N23 WKYC 10/25/12 10/28/12	- 1	11P-1135P TFSS	1:00 1	\$6,400.00 P-1	0.00 NM	1	\$6,400.00
N23 WKTG 10/23/12 10/20/12	Late News (M-Su)	111-113311133	1.00	ψ0,400.001 -1	O.OO INIVI	'	φ0,400.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/22/12 10/28/12	TFSS 1	\$6,400.00 0.00					
24 WKYC 10/28/12 10/28/12	Football Night in Americ&M	VariousS	1:00 1	\$12,000.00 P-2	0.00 NM	1	\$12,000.00
	Football Night In America			, ,			, , ,
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/22/12 10/28/12		\$12,000.00 0.00					
25 WKYC 10/28/12 10/28/12	NFL Regular Season Fo@M	NFL FootballS	1:00 1	\$36,000.00 P-2	0.00 NM	1	\$36,000.00
	NFL Football	(8:00 PM-11:00 PM)					
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/22/12 10/28/12	S 1	\$36,000.00 0.00					
26 WKYC 10/28/12 10/28/12	Sun 130x-230x CM	130a-2a S	1:00 1	\$200.00 P-3	0.00 NM	1	\$200.00
	Sun 130x-2x	(1:30 XM-2:00 XM)					
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/22/12 10/28/12	S 1	\$200.00 0.00					

Totals 28 \$149,800.00